



News Release

**Businesses Require an Information Management Policy
in Order to Benefit from Liberalisation and Improve Effectiveness**

Manama, Kingdom of Bahrain – Wednesday 22 April 2009

The General Director of Telecommunications Regulatory Authority (TRA) Mr. Alan Horne gave a presentation at the Bahrain British Business Forum's (BBBF) monthly meeting held yesterday at the Regency Intercontinental Hotel.

At the event, which was attended by more than 90 members from the business sector, Mr. Horne talked about the effect of the liberalisation of the telecommunications market and the advantages to businesses.

In his presentation Mr. Horne encouraged businesses and government bodies to take advantage of liberalisation and the availability of choice by setting an Information Management/ICT Policy. "Such policy will enable businesses to better understand their ICT needs. This will then enable them to go to tender in order to obtain the most appropriate solution and value for money. This is particularly true in these times of financial difficulties." Mr. Horne said.

TRA aims to ensure that telecommunications services, particularly Broadband, are readily accessible and competitively priced and, thereby, contribute to economic growth and providing a stable base for businesses. "Last week we have issued a consultancy project to provide an assessment of the future telecommunications needs of Bahrain so as to ensure appropriate policy is taken to achieve competitive high speed broadband services at internationally competitive prices to support economic and social goals as outlined in the 2030 economic vision for Bahrain" said Mr. Horne.

Speaking about public concerns regarding radiation, Mr. Horne laid to rest the public perception and concerns over radiation from mast. He stated that Bahrain was the first country in the region to publish a standard for radiation levels with the Ministerial Order No 4 of 2009. The ministerial order specifies the maximum safe level of different frequency bands. Mr. Horne explained that TRA had just completed measurements at 11 different sites and will continue to monitor levels closely. He invited every one to contact TRA if they wished to have their location checked.

He went on to say "Our measurement indicate that radiation levels from telecommunications radio masts are around 800 times lower than the maximum safe level set out in the Ministerial Order".

"By promoting a more competitive marketplace TRA has established a reputation for representing the needs of both private and business consumers. Our experience in Britain tells us that strong regulation makes for a healthy and vibrant business environment and all businesses benefit from easy, cost effective communications. The changes in the marketplace will bring sustainable benefits to Bahrain's growing economy and is a key part of the 2030 economic vision" said Austin Rudman, Deputy Chairman of BBBF.



Mr. Horne speaking at the forum

About TRA

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 of 2002 promulgating the Telecommunications Law. TRA is an independent body and its duties and powers include, among other things, protecting the interests of subscribers and users and promoting effective and fair competition among existing and new licensed operators. More information regarding TRA can be viewed at www.tra.org.bh

About BBBF

The BBBF was formed in 1995 to promote trade and investment between Bahrain and Britain in a non-discriminatory, non-political and non-profit making manner. The BBBF is widely recognized in Bahrain and the UK as a leading impartial business sector group.

The Forum works to create and sustain a favorable business environment.

The BBBF strives to assist and introduce new trade and investment's to both countries that can benefit and enhance the common economic interests of our member companies.

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